

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



CONSUMER TIME

R-9

NETWORK: NBC-RED

DATE: August 23, 1941

ORIGINATION: WRC

TIME: 11:00-11:15  
AM-EST

Produced by Consumers' Counsel Division of the Department of Agriculture,  
and presented in cooperation with Defense and Non-Defense Agencies  
of the United States Government working for consumers.

oooOooo

1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

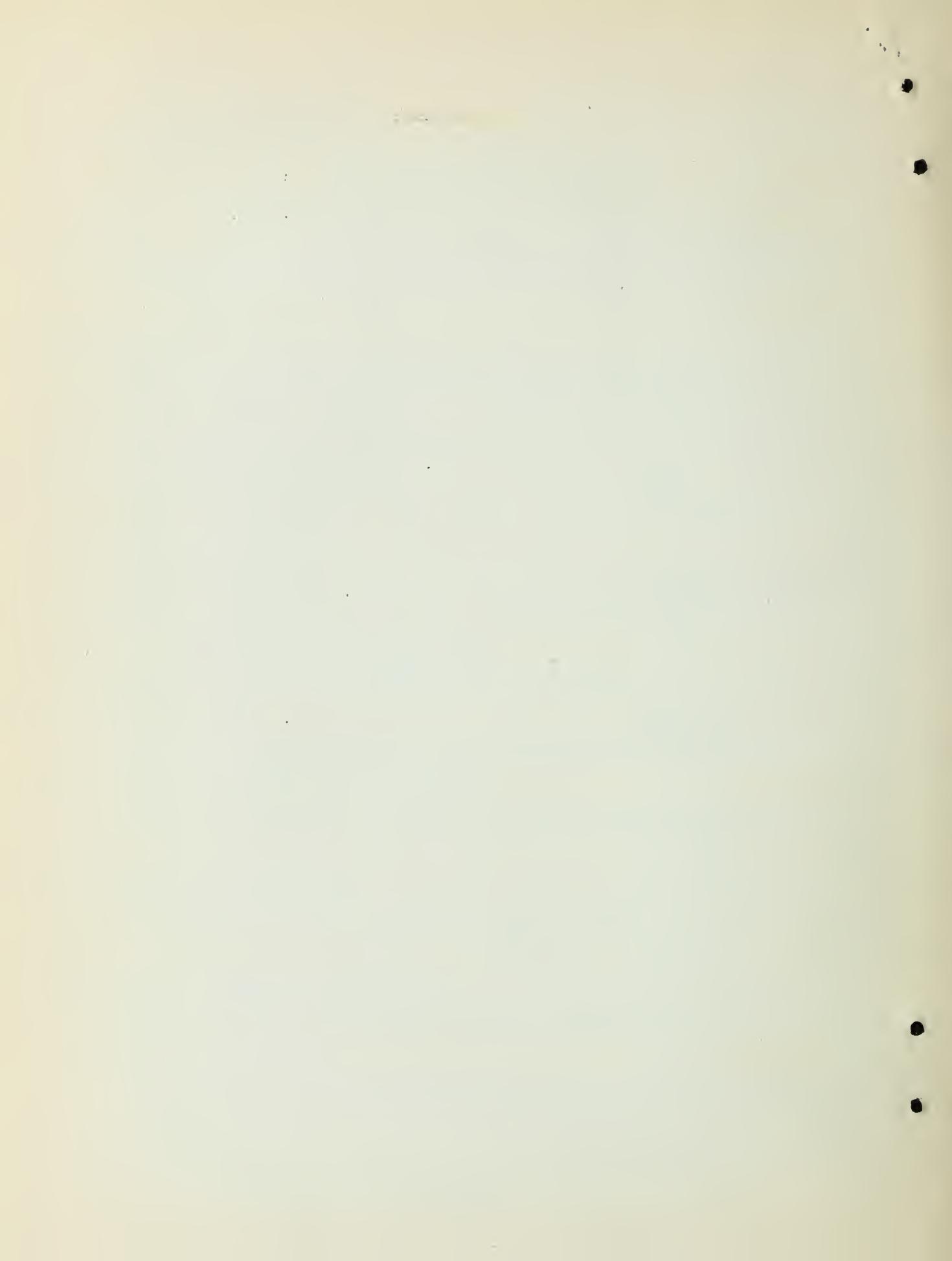
5. CARL: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands  
of other things you need.

8. CARL: That's you . . . paying for these things . . . money out  
of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME today brings you facts about how to make your pennies and dollars buy more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and Non-Defense agencies of the United States Government working for consumers.

And here is your Consumers' Counsel, Donald Montgomery.

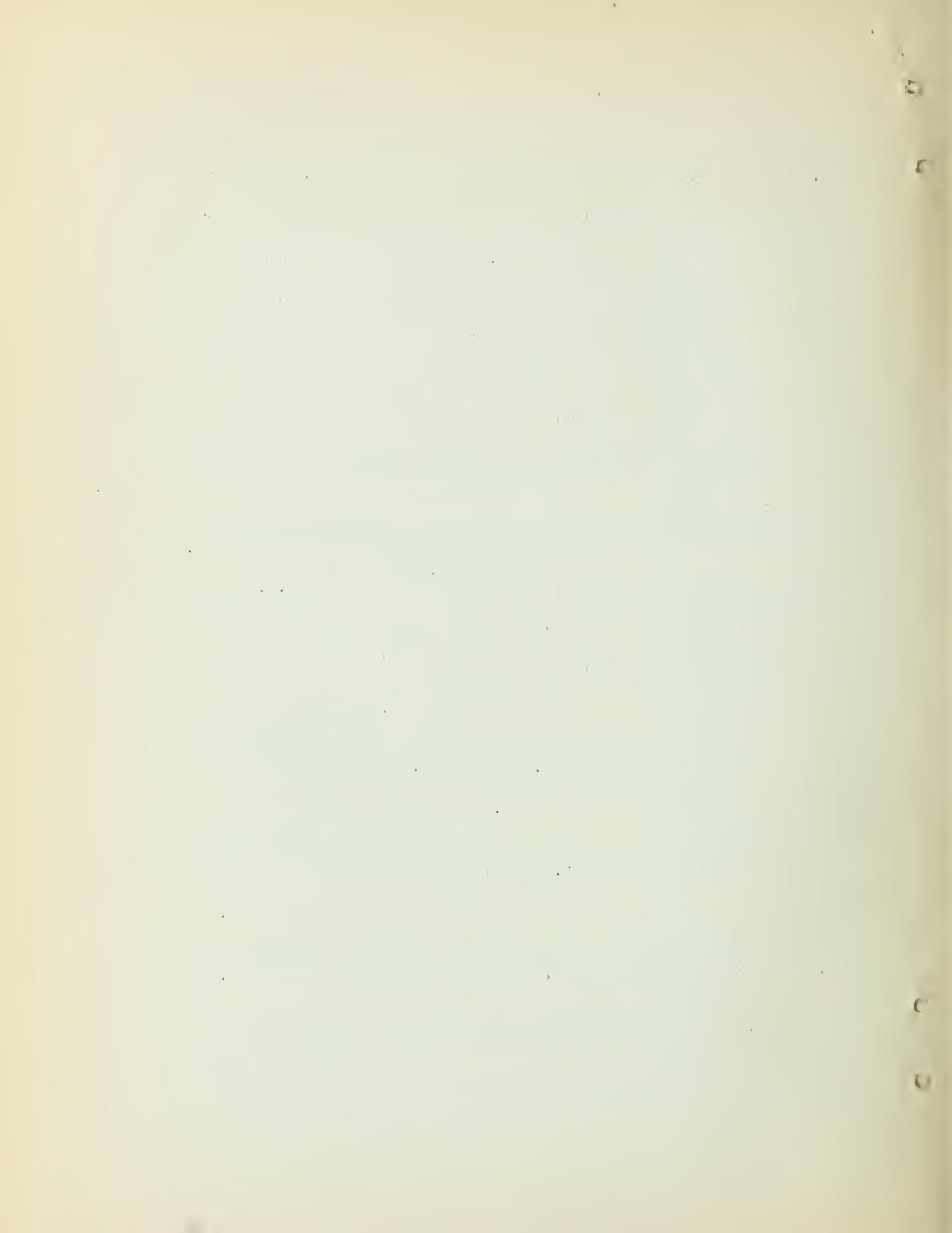
11. MONTGOMERY: Thank you , and hello everyone. Yes, we have loads of facts for you . . Here's Mrs. Harry Miles, mother of our consumer family, and she's going to ask the questions you would ask if you were here.

12. MILES: Sure am, Mr. Montgomery. And I have a lot of questions today.

13. MONTGOMERY: All right, shoot. Here are my two consumer reporters to give you the answers . . Nancy and Carl.

14. MILES: Well, Carl, I guess you start us off today.

15. CARL: All set, Mrs. Miles.



16. MILES: I suppose this isn't really a consumer question, but the other day, just before we sat down to lunch, I went out in the kitchen. (FADE) Barbara had been helping me get lunch, and . . .

(PAUSE)

17. MILES: (CALLING) Barbara! Barbara Miles!

18. BARBARA: (OFF MIKE) Yes, Mother.

19. MILES: You march yourself right out here into the kitchen.

20. BARBARA: (COMING ON) Why, what's the matter, Mother, is . . . ?

21. MILES: Yes, something is wrong. Turn around and look over there in the corner.

22. BARBARA: I don't see . . . any . .

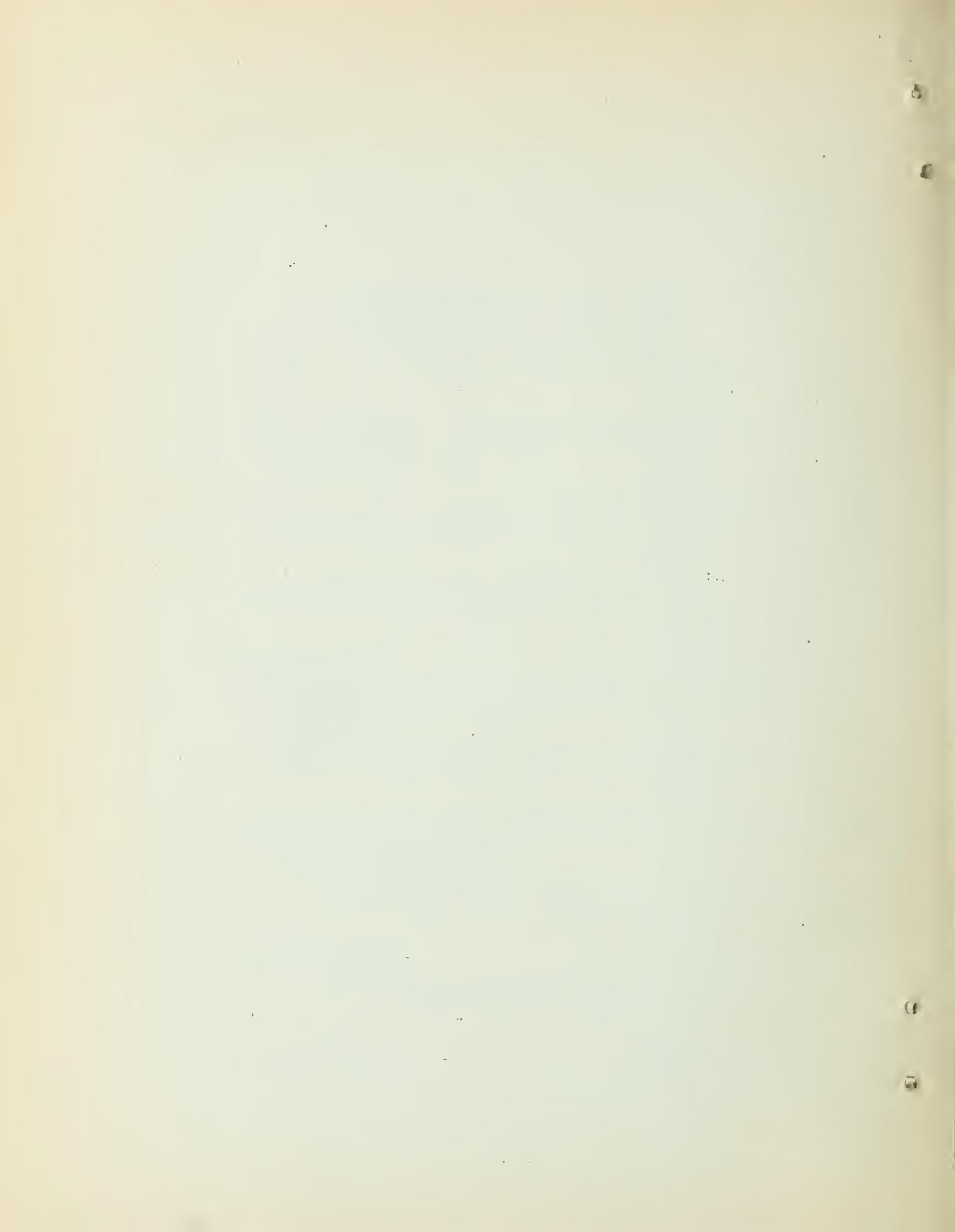
23. MILES: You don't see that open refrigerator door?

24. BARBARA: Oh! Oh!

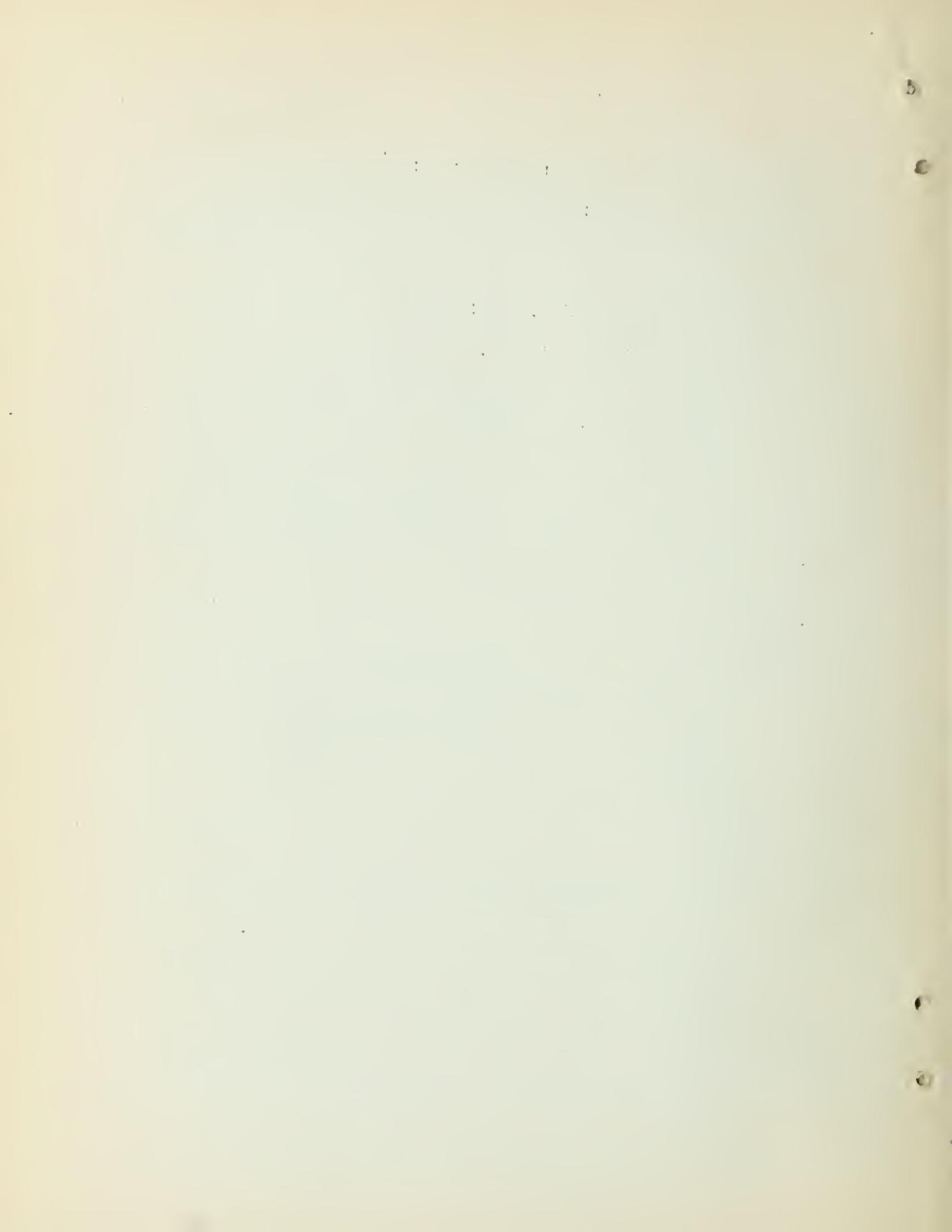
25. MILES: I don't know how many times I have to tell you to keep that door shut.

25. BARBARA: I'm sorry, Mother. I forgot, I guess. I was coming right back . .

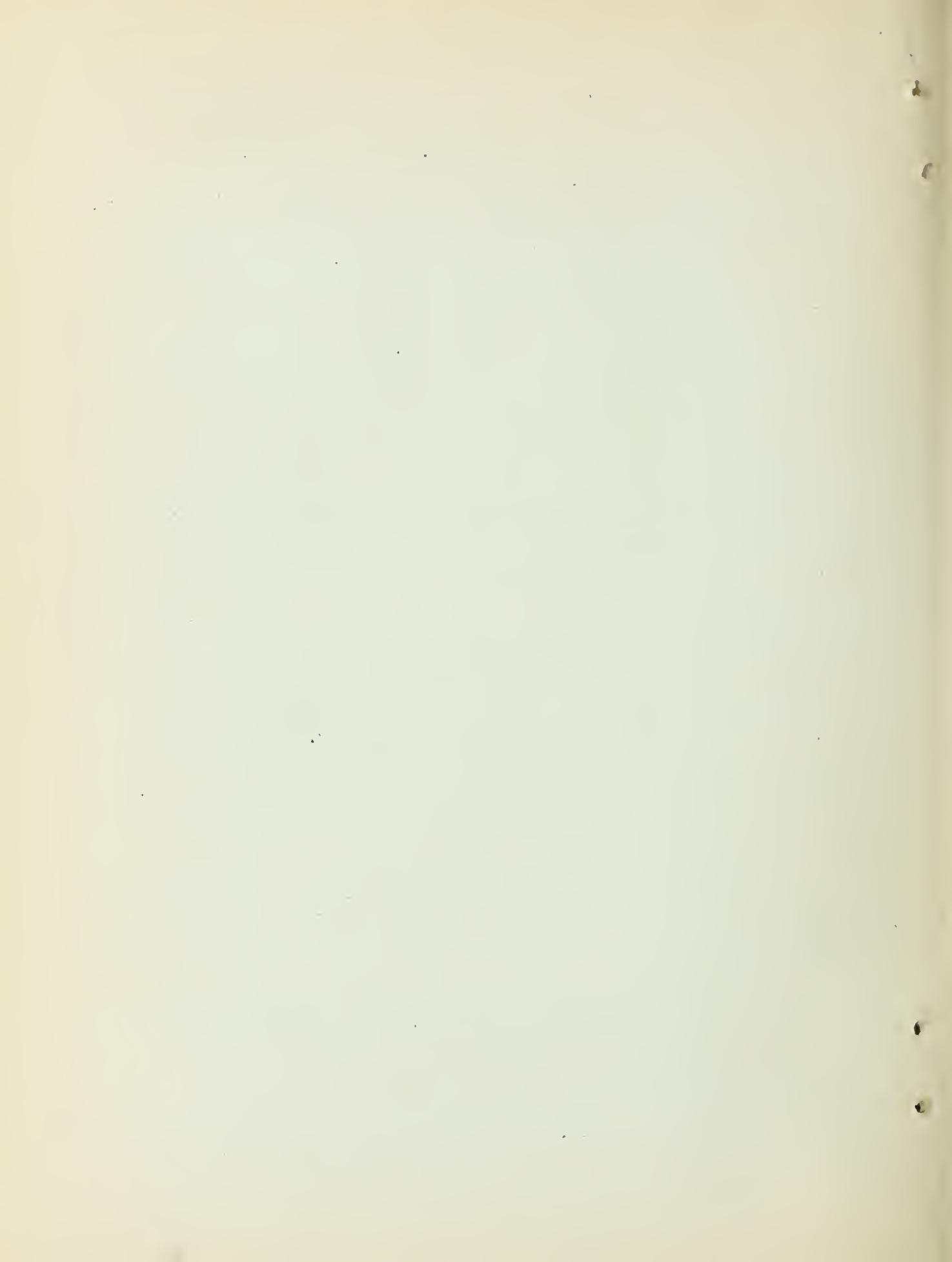
26. MILES: Yes, and every time you leave that refrigerator door open . . it costs your father money.



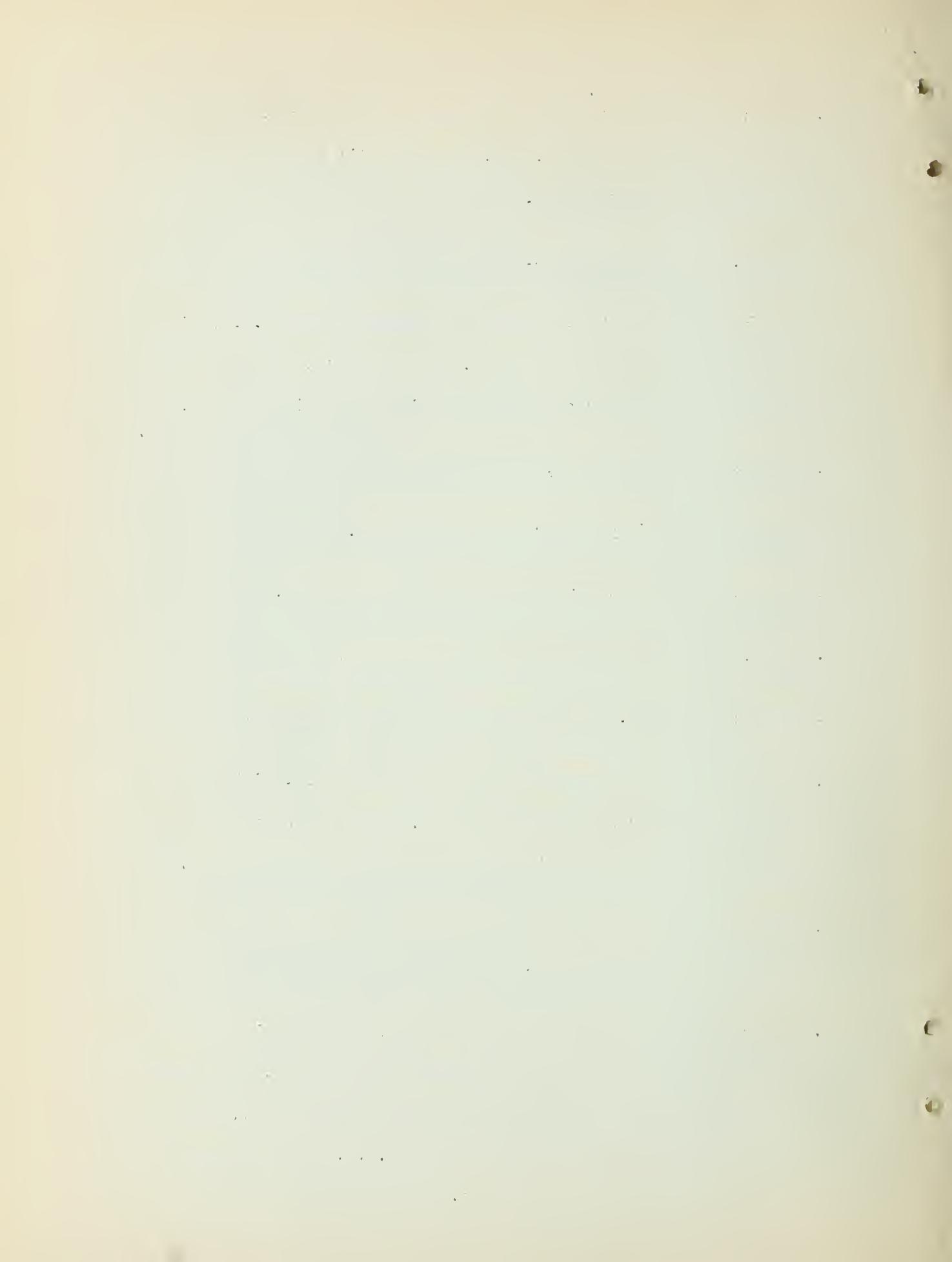
27. BARBARA: I'm sorry, Mother . . . I'll try not to forget again.
- (PAUSE)
28. MILES: That child, Carl! Sometimes I wonder if children ever do grow up. If I've told her once, I've told her a million times about keeping the refrigerator door shut . . .
29. CARL: I have an idea, Mrs. Miles.
30. MILES: Let's have it, Carl.
31. CARL: Remind her that she's helping in National Defense if she remembers to keep the door shut on the refrigerator.
32. MILES: Are you joking?
33. CARL: Not at all. You see, there are about eighteen million refrigerators in the country, and all together, they use quite a lot of electricity.
34. MILES: And we need electricity for our defense program.
35. CARL: Exactly right, Mrs. Miles. So it really is possible for consumers to help in defense by using their refrigerators intelligently.
36. MILES: And not leaving the door open is one rule, I'll bet.



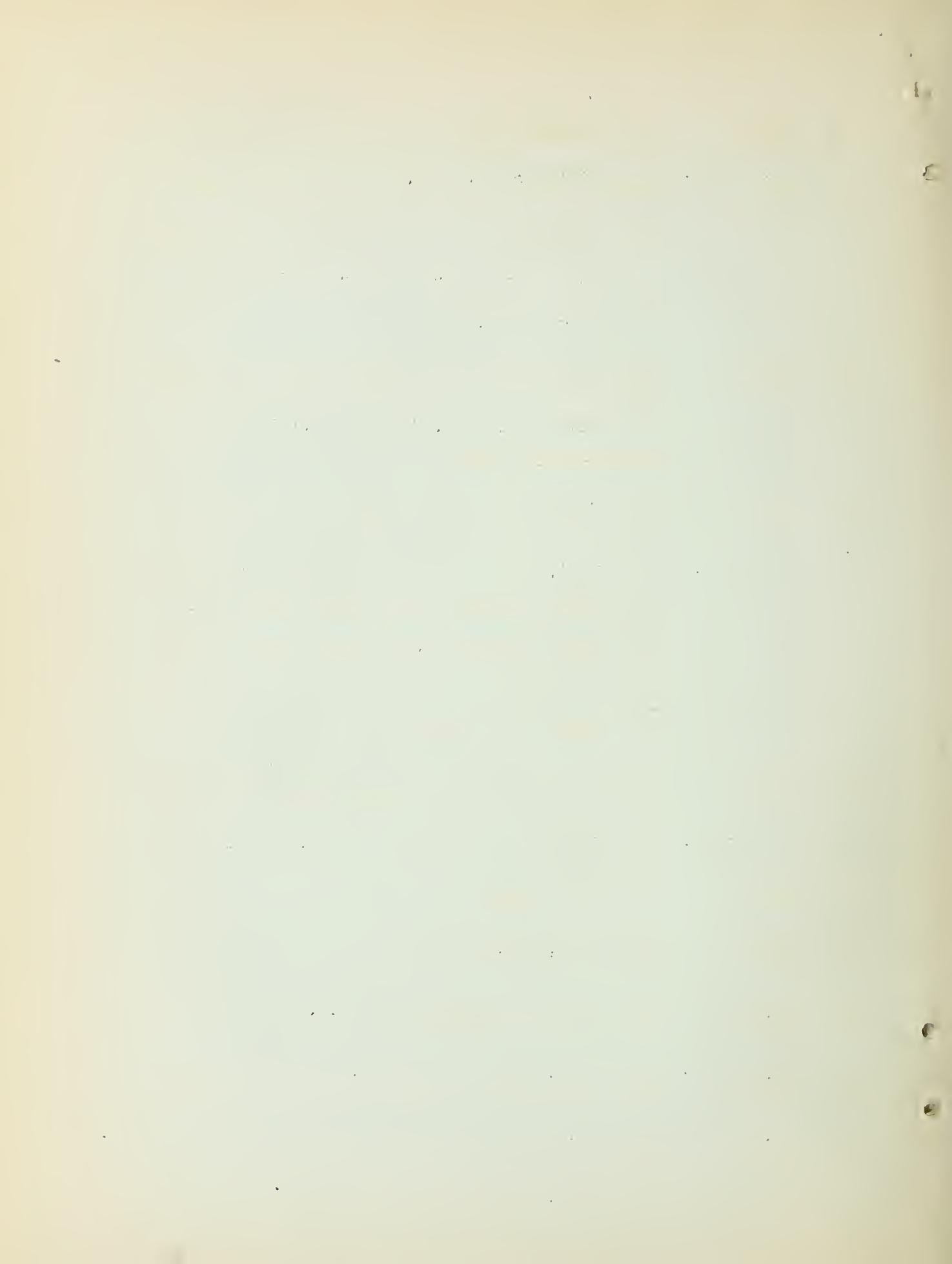
37. CARL: It's rule number one. Don't open your refrigerator any oftener or any longer than is actually necessary.
38. MILES: Just wait till I tell Barbara.
39. CARL: Rule number two is . . . don't put hot food or hot dishes into the refrigerator.
40. MILES: And isn't it a good idea to turn the refrigerator control down low if you're going away for a few days?
41. CARL: Yes, it is. Turn it to the "Economy" setting, as some are called . . . or to the lowest setting.
42. MILES: I see.
43. CARL: The next rule is about defrosting.
44. MILES: Good. I've always wondered just when to defrost.
45. CARL: Well, the Bureau of Home Economics and the Consumer Division in Defense say this . . . defrost your refrigerator before the crust of ice around the freezing unit gets to be a quarter of an inch thick.
46. MILES: Gracious, Carl, I'm sure I'm not going to remember all these rules. I might remember some of them, but . . .



47. CARL: We have one of our Consumer Tips cards to help remind you, Mrs. Miles. We'll tell you about it pretty soon.
48. MILES: That's good.
49. CARL: Now here are some of the other rules . . . I'll just mention them, but if you send for that Consumer Tips card you'll find all the facts.
50. MILES: All right, what are they?
51. CARL: Keep your refrigerator clean.
52. MILES: I wash mine every time I defrost it.
53. CARL: Do you wash the freezing unit?
54. MILES: No, I never thought that was necessary.
55. CARL: It should be washed each time . . . with a little washing soda and water. And also clean the coils in the working mechanism outside the cabinet.
56. MILES: They should be washed too? I've never even seen them myself.
57. CARL: No, they don't get washed, but they should be brushed or cleaned two or three times a year. Follow the directions in the manufacturer's manual, or have the service man show you how . . . it's very simple, but very important.



58. MILES: I'll remember that.
59. CARL: There's isn't time to tell you the other rules about taking care of your refrigerator and saving electricity, but they're all on the Consumer Tips card I mentioned.
60. MILES: Thank you, Carl, for all these hints about saving electricity. I must remember to write for that Consumer Tips card.
61. CARL: Well, it's free to anyone who wants to write in and ask for one. If all of the eighteen million refrigerator owners followed those rules, we'd save quite a lot of electric power that could be used for defense . . . and also save each one of us some money on our electricity bills, too.
62. MILES: Thanks again, Carl. And now, Nancy, what's your story today?
63. NANCY: Food, Mrs. Miles.
64. MILES: Food? Well, what do you . .
65. NANCY: Yes . . food and health.
66. MILES: Oh, you mean what to eat so we can keep healthy.
67. NANCY: Yes . .



68. MILES: We saw what good food can do for one little fellow just the other day. (FADE) I was sitting in the living room, when Barbara came in . .

(PAUSE)

69. BARBARA: Mother, remember Stanley?

70. MILES: Stanley, who?

71. BARBARA: You know, Stanley Richards. The kid that used to start all the fights down the street. And then he cried if somebody hit him back.

73. MILES: Oh, yes. Yes, indeed. Puny little boy. What about him, Barbara?

74. BARBARA: You should see him now.

75. MILES: Why?

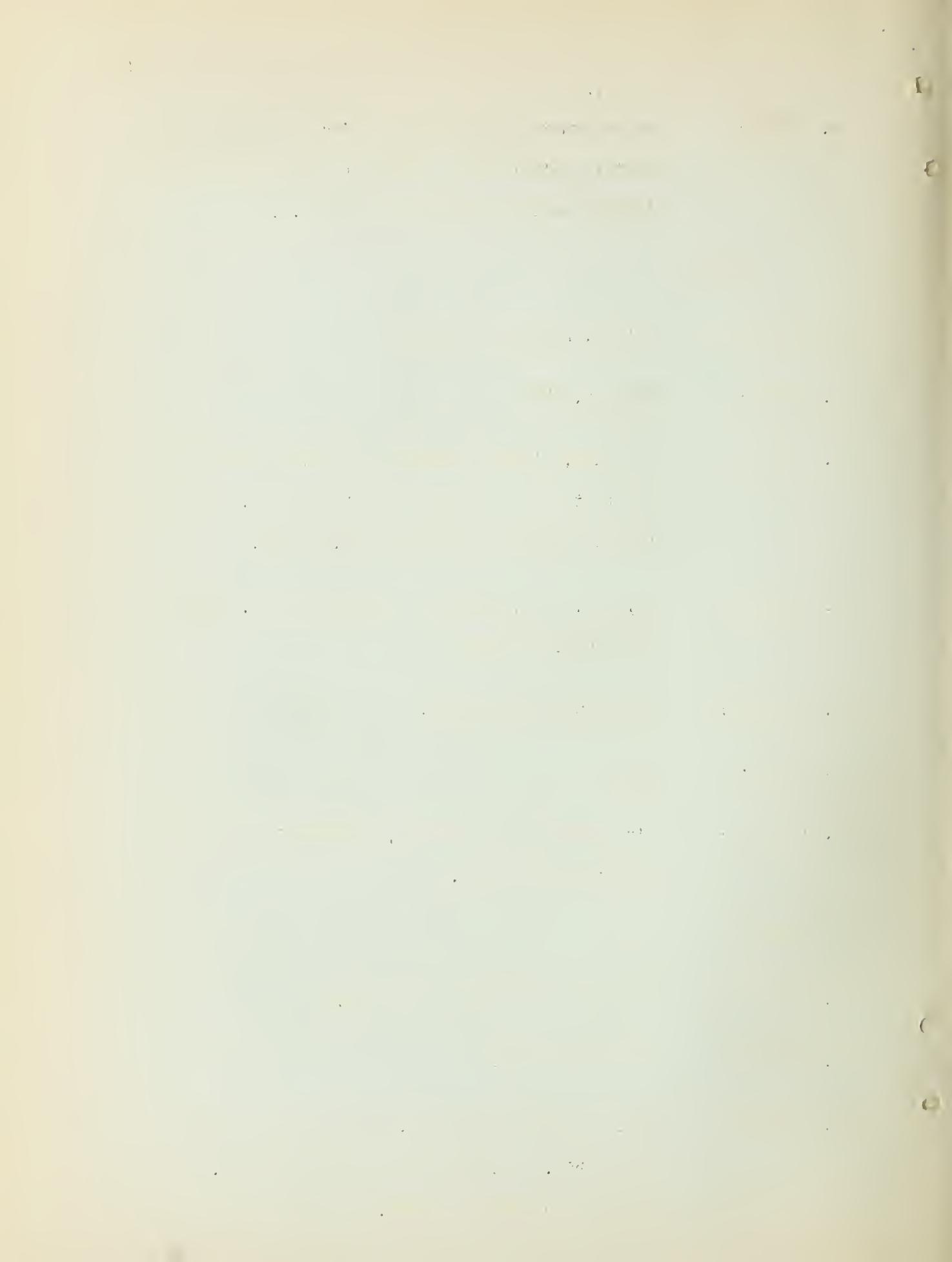
76. BARBARA: I've been down the street, watching him playing with the other boys.

77. MILES: Yes?

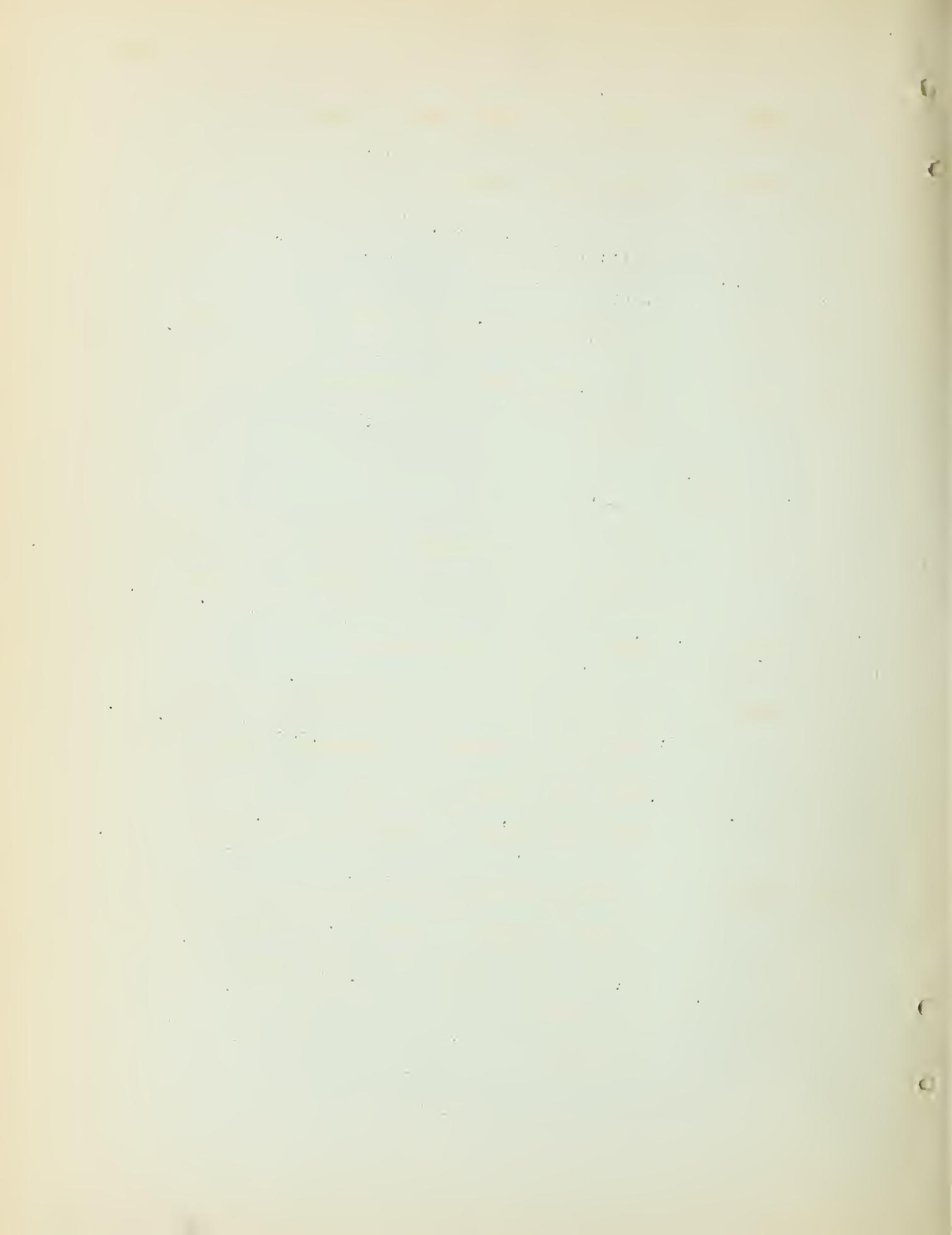
78. BARBARA: Well, he's just like a new kid.

79. MILES: How do you mean?

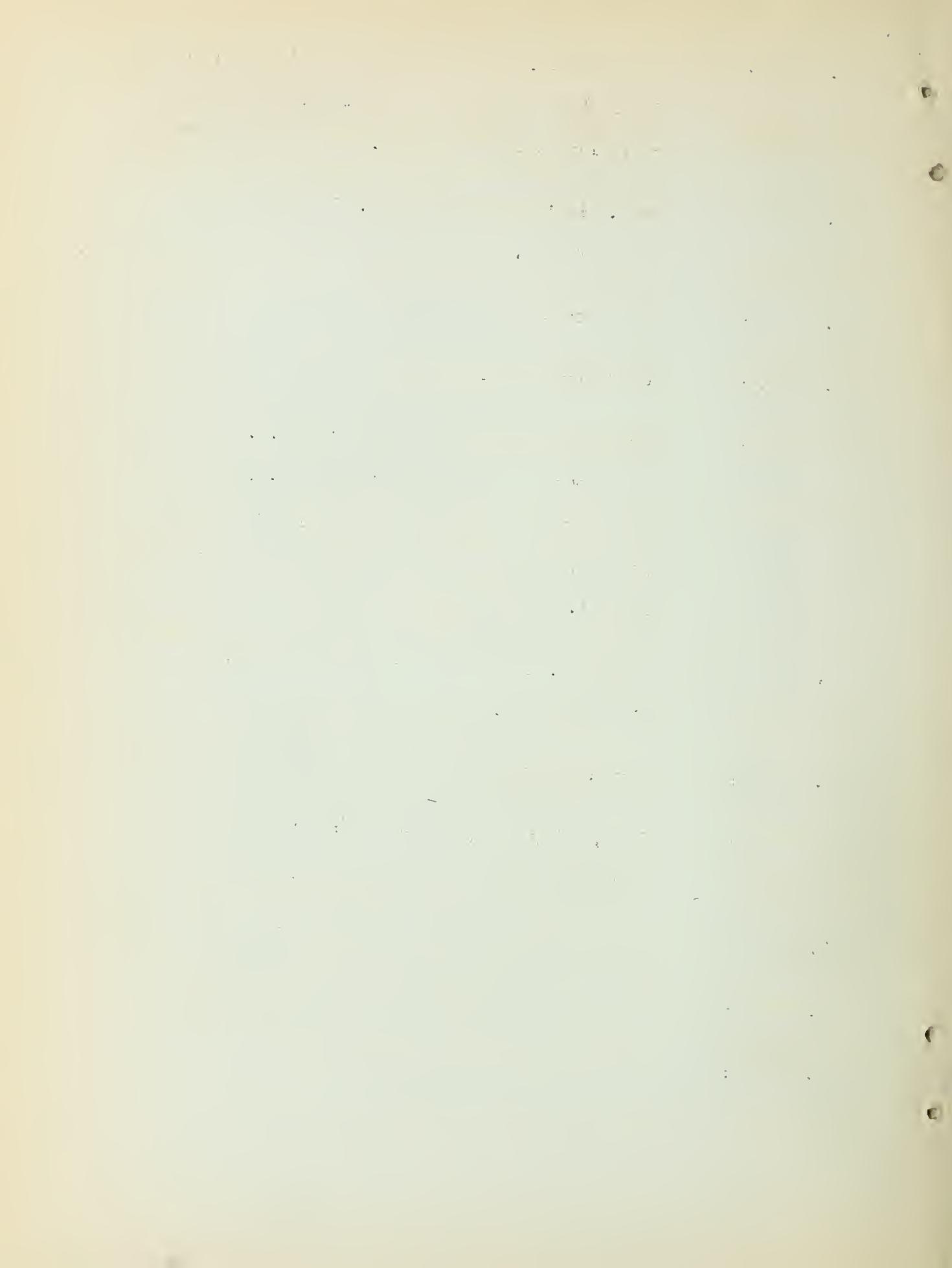
80. BARBARA: Why, he laughs and plays, just like he had some fun in him. I never saw anybody change so, and just in a couple of months.



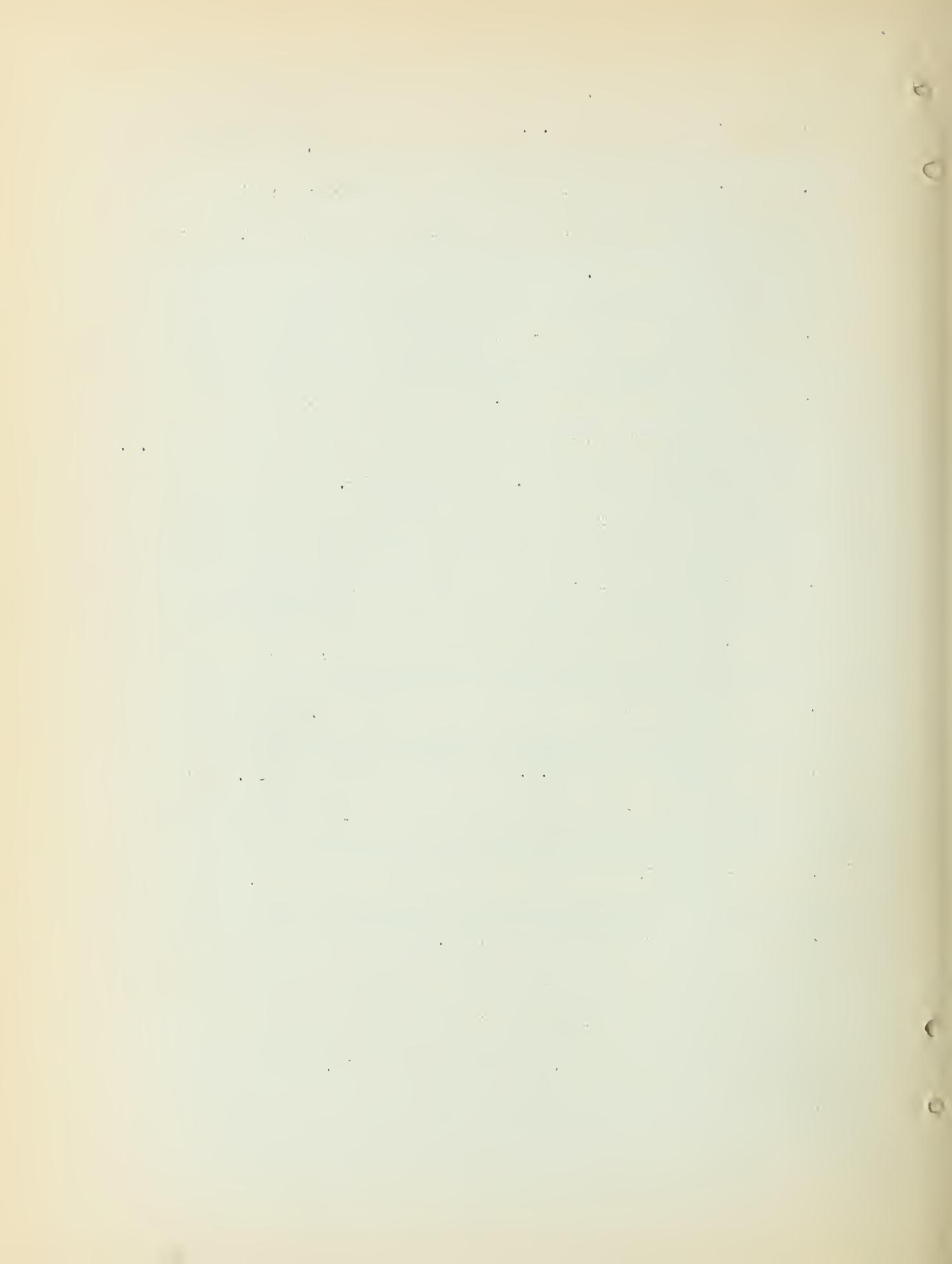
81. MILES: What do you suppose came over him?
82. BARBARA: That's what I wondered. So one of the other boys told me he's been away to a camp all summer where he got good food.
83. MILES: I wouldn't be surprised if that was the reason.
84. BARBARA: But I didn't know just eating could make you good natured.
- (PAUSE)
85. NANCY: That was a very dramatic example of what the right food did for one little youngster, Mrs. Miles.
86. MILES: That was what I was thinking.
87. NANCY: And there are many more things like that, Mrs. Miles, and they don't all happen in families that don't have much money, either. But sometimes it isn't only money . . it may be poor planning.
88. MILES: Nancy, maybe you'd better give me some tips about feeding my family. I want to be mighty sure Barbara and Mr. Miles and I eat the right foods to keep us healthy. We can't afford to get sick in our family.



89. NANCY: All right . . let me tell you what the food experts in the Bureau of Home Economics have to say about well planned low-cost meals.
90. MILES: Good. Let's start with meat. We all like meat in our family.
91. NANCY: How often do you have it?
92. MILES: About once a day.
93. NANCY: Our experts say that is about right . . five to six servings a week for each person . . that means five or six servings, say of meat, fish or poultry. Of course ~~we~~ <sup>you</sup> watch for the cheaper cuts of meat.
94. MILES: Yes, I do. . . I learned about those on one of our broadcasts.
95. NANCY: How about milk?
96. MILES: Well, I buy some, but Barbara's fifteen now, and she doesn't need so much milk.
97. NANCY: And you and Mr. Miles? Don't you drink milk?
98. MILES: Once in a while, but not very often.
99. NANCY: Do you use milk in cooking?



100. MILES: A little . . . in sauces and soups.
101. NANCY: Our food experts say every person should drink some milk every day . . or get the milk in other foods.
102. MILES: Even grown-ups?
103. NANCY: Even grown-ups. Barbara is still growing and she should have three to four cups of milk each day . . . in some form. And you and Mr. Miles should have two to three cups a day.
104. MILES: Well, that's a new one on me.
105. NANCY: How many eggs do you use a week, Mrs. Miles?
106. MILES: Oh, I guess about a dozen a week.
107. NANCY: Let's see . . there are three of you . . that means four eggs each per week.
108. MILES: Is that too many, or not enough, Nancy?
109. NANCY: Just about right, . . the experts say people like you and Mr. Miles should have three or four eggs a week. It would be a good idea for Barbara to have five, if you can manage it.



110. MILES: We use lots of potatoes in our family . .  
I serve them twice a day usually.

111. NANCY: Sweet potatoes and white potatoes?

112. MILES: Yes, we like them both.

113. NANCY: That's the right amount. What about the other vegetables . . like "greens" and carrots and cabbage?

114. MILES: Well, I always plan some kind of leafy or green colored vegetable like that every day.

115. NANCY: That's about right. And then you can take your pick of other vegetables and fruits. So you have at least two besides potatoes every day.

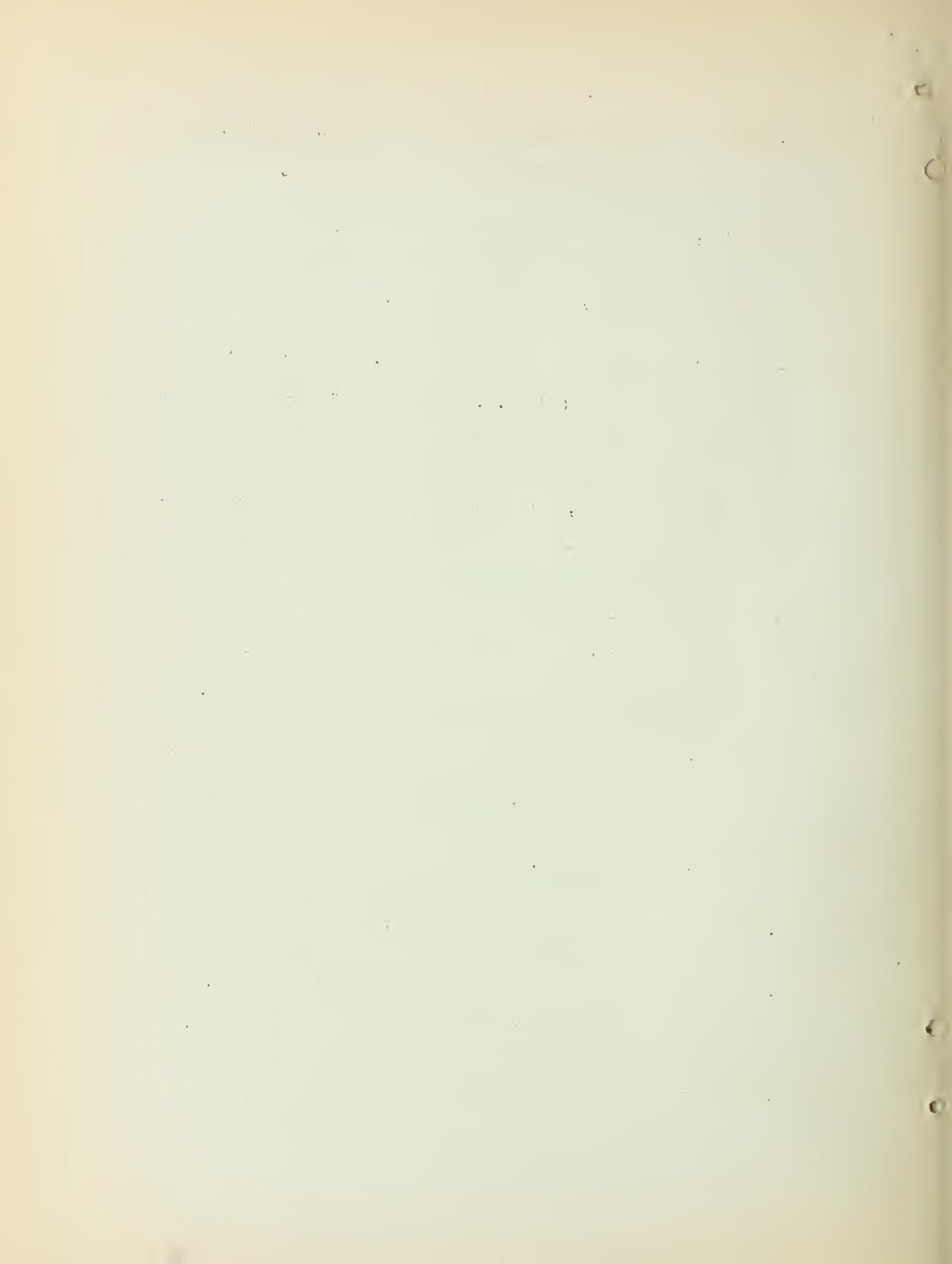
116. MILES: Of course, I give my family some kind of fruit for breakfast.

117. NANCY: Oranges, for instance?

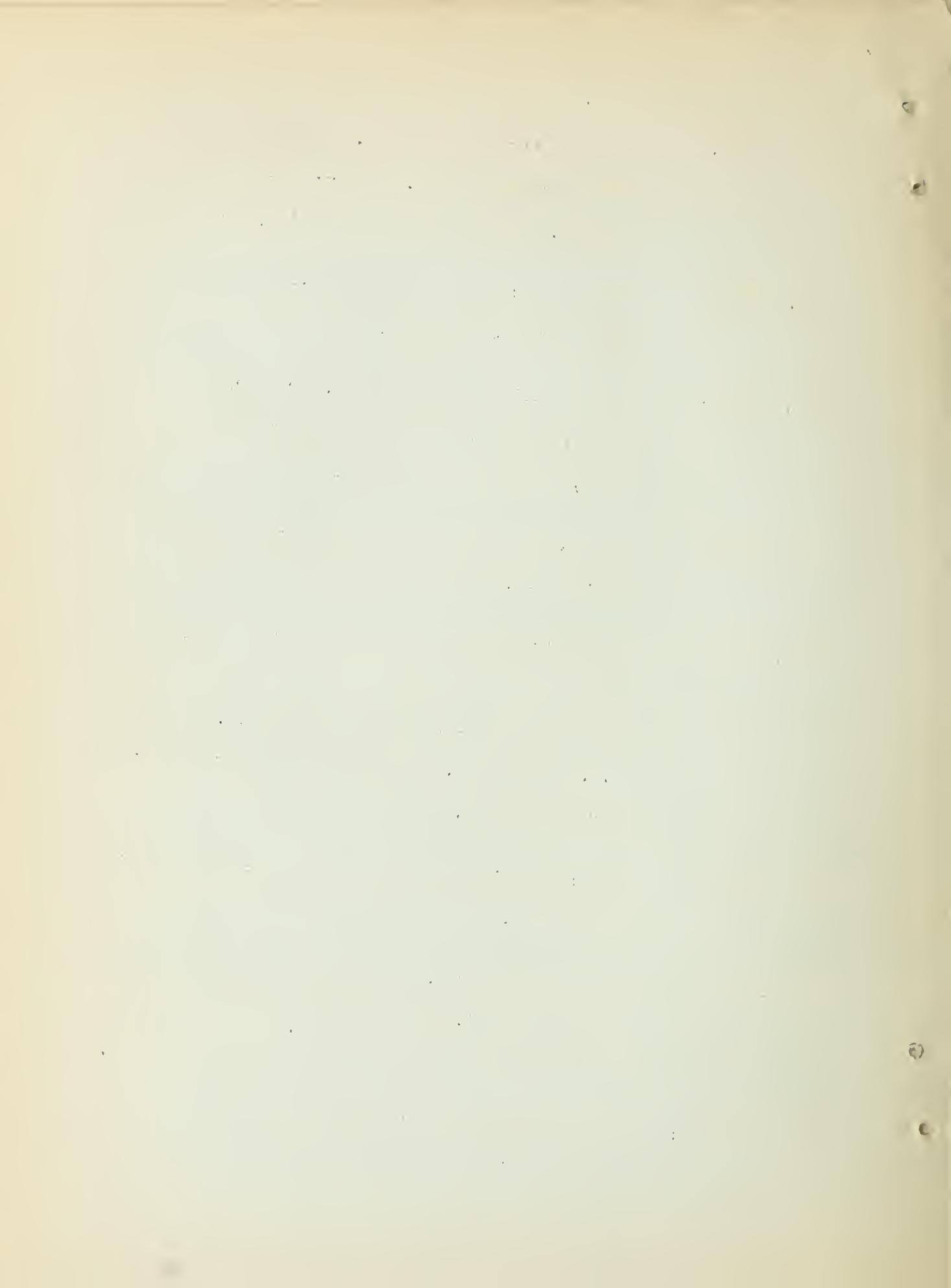
118. MILES: Oranges or grapefruit.

119. NANCY: That's fine, or you could use tomatoes. All those fruits are important for their Vitamin C.

120. MILES: How often should we have fruit?

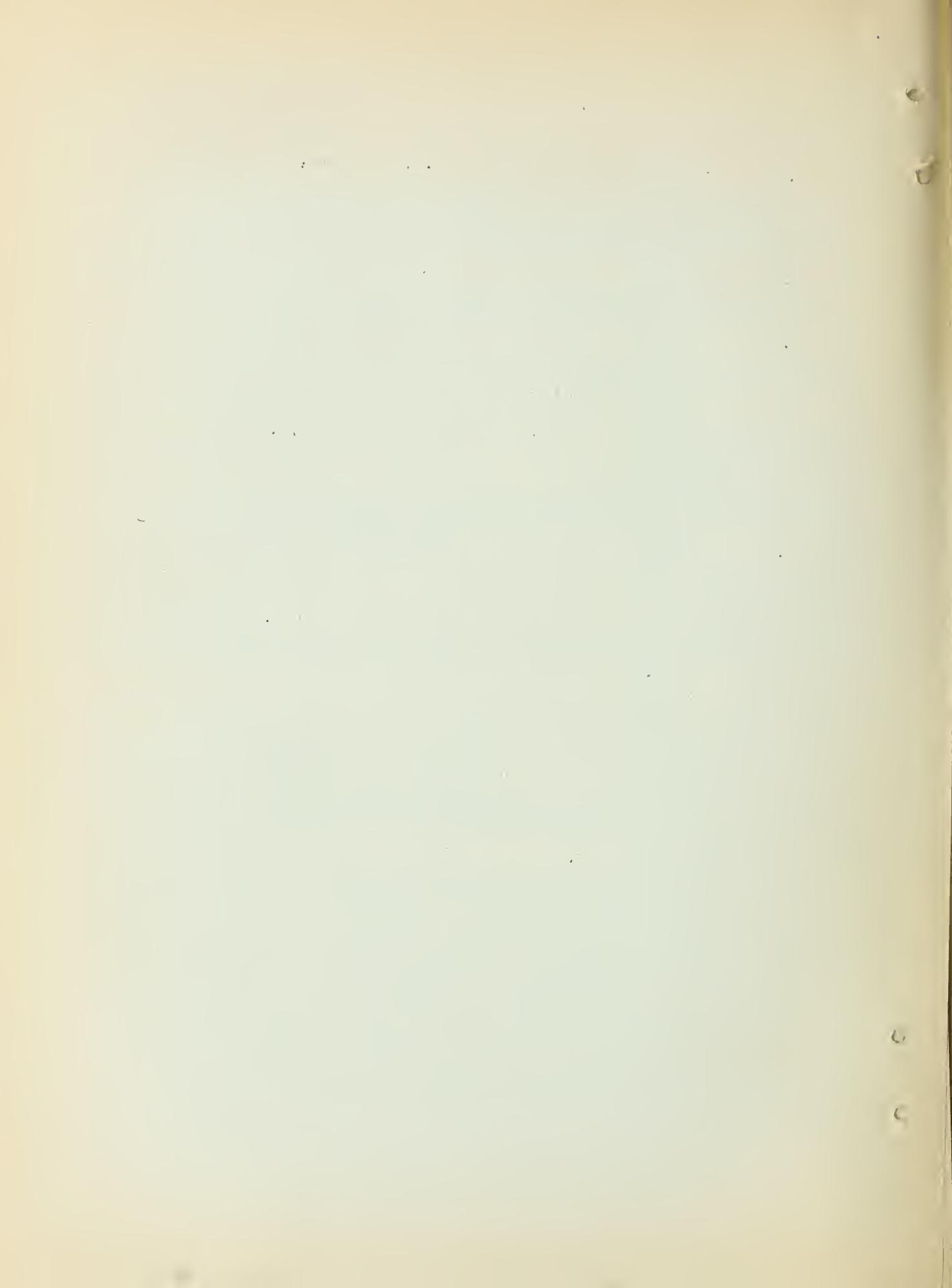


121. NANCY: At least five times a week. And there are lots of fruits to choose from. You can serve apples, peaches, apricots, and other fruits, for instance.
122. MILES: What else should we have in low-cost meals to make them well-balanced?
123. NANCY: There's dried beans and peas. They should be on your list, too. You can make tasty dishes out of them, say four times a week.
124. MILES: Nancy, my family likes cooked cereals every morning . . . is that a good idea?
125. NANCY: If you're planning meals that will be healthful and don't cost too much money, you need to include those cereals . . . like whole wheat . . . or oatmeal . . . or cornmeal. Now and then you might substitute fried potatoes.
126. MILES: Then there's bread. We're great bread eaters in our house.
127. NANCY: That's all right. You should have bread in some form at every meal. And it would be best if most of it were whole wheat or rye or enriched white bread.
128. MILES: That's the kind we've been getting.



129. NANCY: And one more thing . . . desserts. Do you eat a lot of desserts?
130. MILES: More than we should, I guess.
131. NANCY: Once a day is enough, according to the food experts.
132. MILES: I'm not going to remember all the amounts of different things you mentioned . . . do you have one of your Consumer Tips cards on low-cost meals?
133. NANCY: Yes, we do, and , our announcer, will tell you how you can get a copy in just another minute or two. It's free.
134. MILES: Thank you, Nancy, for all your helpful suggestions. And now, here is our Consumers' Counsel, Donald Montgomery.

(Mr. Montgomery's remarks)



1. MILES: Thank you, Mr. Montgomery. And now let's ring our chime and announce this week's new name on the Consumers' Honor Roll.

2. SOUND: NOTE ON CHIME

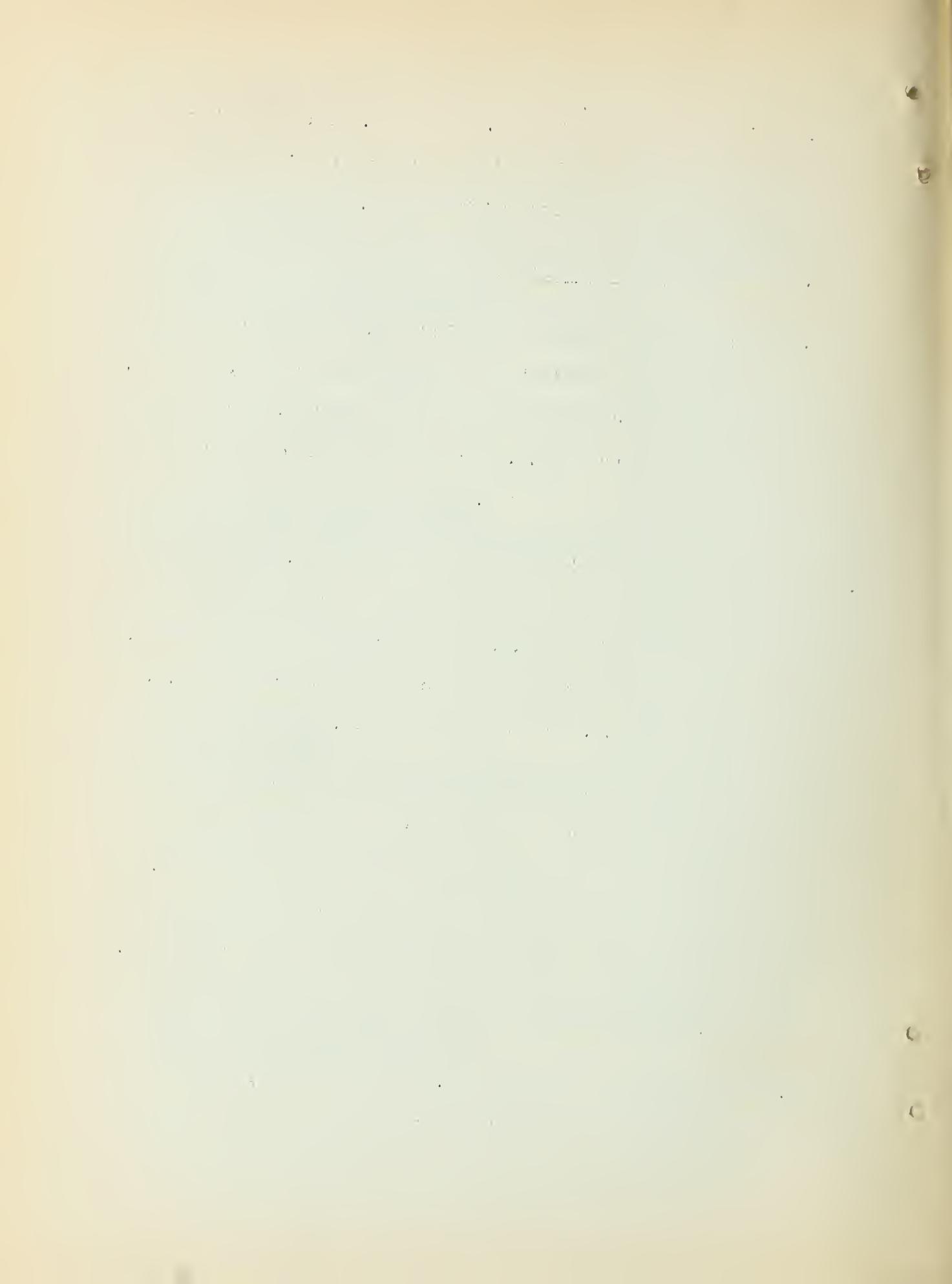
3. CARL: Madison County, Kentucky. Women in the Home Demonstration Clubs in Madison County, Kentucky, go on the Honor Roll today for their consumer project . . learning how to buy clothing more intelligently.

At the end of the study project, the women reported that they had become more conscious of labels on clothing . . in judging the meaning of labels . . how to look for marks of good workmanship . . fit . . quality of material.. .

For carrying on an educational program that was practical and that taught them how to make their dollars do a more intelligent job of buying, these women in the Home Demonstration Clubs in Madison County, Kentucky, get Honor Roll mention today.

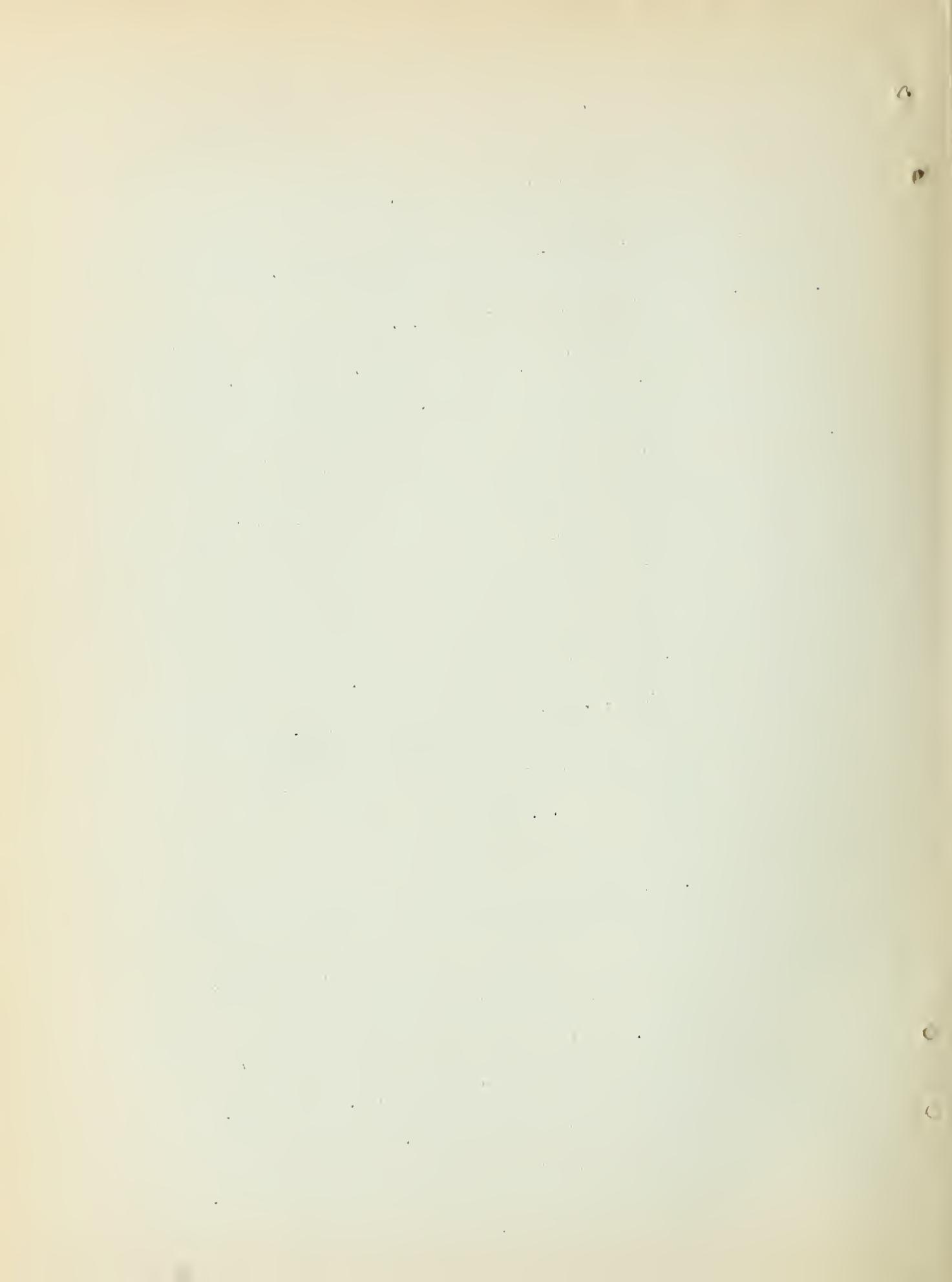
4. SOUND: NOTE ON CHIME

5. MILES: Thank you, Carl. And now, quickly, what is scheduled for next week's CONSUMER TIME?



6. NANCY: Facts about deodorants.
7. CARL: How to buy tuna fish intelligently.
8. MILES: How to buy tuna fish . . . and facts about deodorants for CONSUMER TIME next week. All right, , the rest is up to you.
9. ANNOUNCER: And I have the pleasant job of telling you how you can get something of real value. Those Consumer Tips cards that Nancy and Carl mentioned a few minutes ago. One of these handy cards has consumer tips on how you can operate your refrigerator more efficiently . . . to save electric power . . . and to save you some money.
- The second card is Consumer Tips on Low-Cost Diet Suggestions . . . some rules to help you plan low-cost meals that will keep you strong and healthy . . . and some suggestions for low-cost dinners.
- Both of these Consumer Tips cards are yours for the asking. Here's all you have to do to get your copies. Send a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D.C. Give us your name and address, and the call letters of the station over which you heard this program.

(MORE)



Ask for Consumer Tips on Low-Cost Diets and Consumer Tips on Refrigerators.

Let me repeat that address for you . . . Consumers' Counsel, Department of Agriculture, Washington, D.C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Ask for your free copies of Consumer Tips on Refrigerators and Consumer Tips on Low-Cost Diets.

Tune in again at this same time next week . . when CONSUMER TIME will again be presented by your Consumers' Counsel in cooperation with Defense and Non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Nell Fleming, Nancy Ordway, Frances Adams and Carl Hanson.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

